

Message Text

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SUBJ: MEDIA COVERAGE OF CEAUSESCU VISIT TO U.S.

REFS: A) BUCHAREST 4417, B) BUCHAREST 449, C) BUCHAREST 4436

1. THE POST HEREIN TRANSMITS THE FIRST IN A SERIES OF REPORTS ON ROMANIAN MEDIA COVERAGE OF CEAUSESCU VISIT FOR AGENCY BACKGROUND. POST WILL CONTINUE TO MONITOR COVERAGE ON DAILY BASIS FOR DURATION OF TRIP AND SUBMIT DAILY SUMMARIES.

2. COVERAGE OF CEAUSESCU'S OFFICIAL VISIT TO THE U.S. SCHEDULED TO BEGIN DECEMBER 4, WAS RELATIVELY LOW-KEY IN ALL ROMANIAN MEDIA IN THE PERIOD PRIOR TO HIS DEPARTURE. PRIME EMPHASIS GIVEN ANNOUNCEMENT IN SCINTEIA (PARTY DAILY NEWSPAPER, CIRCULATION-1,000,000) AND ROMANIA LIBERA (GOVERNMENT DAILY NEWSPAPER, CIRCULATION - 350,000) OF SEVERAL CEAUSESCU INTERVIEWS WITH AMERICAN JOURNALISTS. IN NOVEMBER 30 EDITION OF SCINTEIA, BRIEF MENTION (2 COLUMN INCHES) OF TRIP MADE IN PUBLISHED TEXT OF CEAUSESCU PARTY PLENUM SPEECH (SEE REF A). DECEMBER 1 EDITIONS OF SCINTEIA AND RL CARRIED 3-COLUMN, FRONT-PAGE HEADLINES OF CEAUSESCU INTERVIEW WITH JOHN PEARSON, EDITOR-IN-CHIEF OF BUSINESS WEEK (SEE REFT B). INTERVIEW HAD TOP BILLING IN SCINTEIA WITH 3 COLUMN INCH HEADLINE, AND BOTH PAPERS PUBLISHED FULL TEXT (97 COLUMN INCHES). DECEMBER 1 ISSUES OF SCINTEIA AND RL ADDITIONALLY CARRIED FRONT-UNCLASSIFIED

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PAGE ANNOUNCEMENT (9 COLUMN INCHES) OF CEAUSESCU INTERVIEW WITH

AP CORRESPONDENT NICK LUDINGTON, WITH TEXT OF INTERVIEW PRESUMABLY TO BE PUBLISHED LATER (SEE REF B).

3. DECEMBER 2 ISSUES OF SCINTEIA AND RL CONTAINED FULL TEXT OF CEAUSESCU INTERVIEW WITH FIVE BRITISH JOURNALISTS (SEE REF C). BOTH PAPERS CARRIED SAME DAY FRONT-PAGE ANNOUNCEMENT (3 COLUMN INCHES) OF CEAUSESCU INTERVIEW WITH SEYMOUR TOPPING, ASSISTANT MANAGING EDITOR OF N.Y. TIMES (SEE REF C).

4. IN ADDITION, RADIO CARRIED 20-SECOND SPOT REPORTING LUDINGTON INTERVIEW ON HOURLY NEWSCAST EVENING OF NOVEMBER 30, AND DID SAME DECEMBER 1 WITH TOPPING INTERVIEW. DECEMBER 2, AFTER PRESIDENT DEPARTED FOR U.S. 1400 HOURS, RADIO CARRIED 60-SECOND SPOT ON NEWSCASTS ANNOUNCING HIS DEPARTURE, PROPOSED ITINERARY FOR TRIP, AND LIKELY TOPICS OF DISCUSSION WHILE IN THE U.S.

5. TV COVERAGE MINIMAL BEFORE CEAUSESCU DEPARTURE. BOTH EVENING NEWS SHOWS (1930 AND 2230) CARRIED 25-SECOND FILM CLIP NOVEMBER 30 SHOWING CEAUSESCU AND CORNEL BURTICA, PARTY EXCO CANDIDATE MEMBER, MEETING WITH LUDINGTON AT THE COUNCIL OF MINISTERS.

6. BOTH EVENING NEWS SHOWS ON DECEMBER 2, HOWEVER, CARRIED 2-MINUTE FILM CLIP OF CEAUSESCU DEPARTURE FROM AIRPORT IN USUAL STYLE FEATURING

SCENE WITH PRESIDENT SHAKING HANDS WITH CHEERING THROGS AND DIPLOMATS. VOICE-OVER COMMENTARY HIGHLIGHTED ITINERARY FOR TRIP AND PROBABLE NATURE OF DISCUSSIONS WITH NIXON AND OTHER USG OFFICIALS.
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